



The National Trust of Australia (NSW) supporting submission to the Productivity Commission into Historic Heritage.

As has already been outlined in the submission by the Australia Council of National Trusts the National Trust movement in Australia began with the formation in 1945 of The National Trust of Australia (NSW). Its establishment marks the 3rd National Trust in the world after England and Scotland. This has been followed by the formation of Trusts in the other States and Territories and the Secretariat (ACNT) in 1965.

Each State and Territory Trust is independent and although there are similarities between Trusts there are also substantial differences. However the concept of 'trusteeship' for the present and future underpins each one. Intra and Inter generational responsibility and equity are the principle concepts which unite all regulatory, community and professional heritage groups. It also underpins each Charter, Convention and Agreement since the Society for the Protection of Ancient Buildings (SPAB) in 1877:

'Thus, and thus only, shall we escape the reproach of our learning being turned into a snare to us; thus, and thus only can we protect our ancient buildings, and hand them down instructive and venerable to those that come after us.'

The 'Council of Europe' an organisation founded in 1949, established that *'the right to a memory and to a better living environment could constitute a new generation of human rights, after political rights, social rights and the right to information.'*

Australia has a responsibility to look after its heritage both for Australians but as part of its place in the international scene.

The National Trust of Australia (NSW)

Established on 6 April 1945 The National Trust of Australia (NSW) is the largest Trust in Australia with 27,500 members, a staff of 73 (plus some 80 casual bush regenerators depending upon contracts) and 2,000 volunteers. The Trusts operates a Register of important places which began in the 1940s. It now has 11,000 items across built, natural and cultural heritage. It is an important platform for public education, lobbying and advocacy. The Trust has 19 branches throughout the State and a strong presence in regional NSW. The Trust's commitment to heritage is demonstrated through the 25 properties (including nature reserves) it owns and the eight it manages on behalf of government. Twenty of these are open to the public.

Key functions:

- Advocacy, conservation and interpretation, and membership support on a financially sustainable basis.
- The Trust advocates for heritage conservation on behalf of Trust members and the public, and also raises awareness of broader planning issues, which will have an impact on the character, and settings of heritage places.
- The Trust has an educational role in the broader community and also runs 16 innovative school and public programmes at 8 properties.

We will present 5 case studies to illustrate our key functions and in support of the Submissions made in the ACNT submission dated July 2005.

The Trust believes that built and natural heritage are inexorably intertwined. The first Case Study is an advocacy

campaign for the Holsworthy Military Reserve listed by the Trust as a Landscape Conservation Area.

Case Study 2 is another advocacy campaign, the long running Historic Cinemas Conservation Campaign which seeks to support and promote cinemas and theatres across NSW. Few businesses have such a strong historical and social connection to their communities.

Case Study 3 illustrates community esteem for places they consider important locally and to the wider community. It is the public outcry, fund raising and ultimate repair of the vandalised grave of Eliza Donnithorne in St Stephens Cemetery Newtown. Eliza Donnithorne is thought to be the model for Charles Dickens' Miss Havisham in Great Expectations. This case study also looks at the role of traditional skills training in the provision of long term repair of historic materials.

Case Study 4 illustrates the role that 'house museums' can play both in education and interpretation and how volunteer contribution can expand the viability of a project both in the contribution of 'free' labour but also in its educational potential.

Case Study 5 looks at the long term contribution of Committees and volunteers with a look at the Women's Committee of The National Trust illustrating community value and interest in both the past and its role in the present in the public tours and inspections across NSW.

Other areas for discussion:

Local Government Issues:

There are often arguments about whether to list or not to list items at both State and Local level but this is particularly pronounced at local level, presumably because of the number of items deemed to be of 'local significance' and the number of different local councils with differing attitudes. A Case in point was a house in Mosman where argument raged over a long period about listing at local level. The local community made submissions to the NSW Heritage Office which resulted in a decision not to list at State level. This decision was then used by Council as evidence of lack of significance overall. Although this argument was ultimately countered it was a heated and difficult battle for all concerned. There is considerable confusion in the community over levels of listing and responsibilities. Local is often seen as less than State whereas it can also be argued that the 'local' has more significance to individual communities than the landmark or State listings. Regional significance is generally overlooked in the current system entirely which creates a huge gap which has significant implications for landscapes and cemeteries.

We submit that the regulatory framework should be streamlined with a central listing system at State level with administration of individual items at the appropriate level; local, regional or State. This model works well in the UK and other countries and allows easy reassessment of levels and significance over time and consistency in approach at all levels of government.

Another example of levels being used to undermine listing is an example of recent heritage is the potential listing of the Petitt and Sevitt project houses in St Ives which largely echoes the Mosman example. This has not reached its conclusion to date.

Grant Funding:

The Trust believes that there should be a grant scheme to provide assistance to owners of significant places to fund appropriate repair and maintenance, on the basis of 'A Stitch In Time'.

The Trust believes that to achieve good heritage solutions there needs to be appropriate measures taken in 4 key areas: legislation, policy, education, incentive. Australia to date is well served on the first area legislation but little in other areas.

The National Trust of Australia (NSW) Case Study 1 - Holsworthy Landscape Conservation Area

ACNT Submission 1: The heritage conservation market has a number of special characteristics that distinguish it from traditional goods and services - It is predominantly a public good; there are significant externalities; it includes a number of unique elements such as its value to future generations and its inability to be recreated once it is lost or destroyed; it is a major contributor to social capital and the overall well being of consumers.

ACNT Submission 3: Since a significant part of the externalised benefits accrue to the general community, there is a sound economic principle for government funding for the conservation of Australia's historic places.

ACNT Submission 6: Any evaluation of the role of government in heritage conservation needs to include consideration of its role as an active market participant, not just as a rule maker or provider of information.

15,000 people say



Crowd and clear ... the message to the Government from the 15,000 people at the Holsworthy airport protest rally at Hammondville Oval yesterday.

Picture: ROY HAVETON/ALP

to Holsworthy airport

Description:

The National Trust is the main non-government body in Australia which identifies and assesses the significance of historic landscapes. The first National Trust property was a landscape – Montague Island off the Narooma Coast. When the Trust learned that the Australian Government was proposing the Holsworthy site for a second Sydney International Airport it researched and prepared a Landscape Conservation Area proposal for Holsworthy for entry on the National Trust Register and successfully lobbied against the development of the Airport.

Key Dates:

21st May 1996 the Federal Minister for Transport and Regional Development the Hon. John Sharp announced that the Environmental Impact Assessment Process for a second Sydney international airport which had been addressing the Badgerys Creek site in Western Sydney would be broadened to include the Holsworthy Military Reserve in Sydney's south-west.

On that day the National Trust issued a media release which noted that the 1978 Major Airport Needs of Sydney (MANS) Study had rejected Holsworthy on the grounds of rugged terrain, noting that the area is generally rising at an overall slope of about 1.5% to the south and that 140 to 240 million cubic metres of fill would be required for the construction depending on the layout. The Trust noted that the area had high heritage significance but that a full inspection had not been undertaken due to access restrictions by the Australian Army due to unexploded munitions and its continuing use as a firing range. Most importantly the Trust questioned on this first day the futile exercise of committing public monies to the EIS and possible development of this site.

Following urgent further investigation by the Trust, on **5th July, 1996** the Trust President the Hon. Barry O'Keefe wrote to the Prime Minister, the Rt. Hon. John Howard expressing the Trust's concern at the Holsworthy Firing Range being considered for a second Sydney Airport. The letter noted that the Trust was undertaking a major investigation of the heritage values of the site for the preparation of its listing on the Trust Register as a Landscape Conservation Area. The letter urged that the Holsworthy site be abandoned as a potential airport site.

On **13th August, 1996** the Trust made a submission on the Draft Guidelines for an Environmental Impact Statement on the Bagdery Creek and Holsworthy Sites objecting to the 'fast-tracking' of this development and urging the abandonment of the Holsworthy option.

On **23rd August, 1996** the National Trust facilitated at its Observatory Hill headquarters a "Towards a No Second Airport in Sydney Alliance" public meeting attended by sixty council, community and environmental group representatives.

A second meeting was held at the National Trust Centre on **13th September** at which it was agreed to form a community alliance against the Holsworthy Airport proposal.

On **15th September, 1996** the Trust attended a major public rally in Bankstown Local Government Area speaking out against the Holsworthy proposal.

On **30th October, 1996** the Holsworthy Landscape Conservation Area was Classified and entered on the Register of the National Trust.

On **19th November 1996** Liverpool City Council requested that the Trust President appear in a video against the Holsworthy airport proposal which it was producing and which was called "Plane Stupid". The Trust also provided footage and information for the production of this video.

Following the listing of Holsworthy on the Trust Register the National Trust forwarded a copy to the Australian Heritage Commission to assist the Commission in its preparation of a listing of the area on the Register of the National Estate.

On **25th July, 1997** the Australian Heritage Commission announced that it had placed the Holsworthy Area on the Register of the National Estate.

A "No Holsworthy Airport Action Day" was held on **27th July, 1997** at Hammondville Oval adjacent to Holsworthy Railway Station. The Trust President spoke at that rally in opposition to the airport proposal.

On **4th September, 1997** the Federal Government announced the abandonment of its consideration of any plans for a second Sydney airport at Holsworthy.

Statistics:

The 5th July 1996 letter from the Trust President to the Prime Minister included data and statistics uncovered by the Trust in the first six weeks following the Government's announcement of the Holsworthy site's inclusion in the Environmental Impact Statement process. It included the following statistics on this area:-

- the area contained the largest viable Koala colony in Southern NSW
- eleven species of fauna rarely found in the Sydney area including the Tiger Quoll (native cat) and the Powerful Owl
- eighteen native plant species which are rare, threatened or of conservation significance
- one of the richest assemblages of aboriginal sites in the Sydney area with 295 recorded sites including Aboriginal artwork dating from the time of Captain James Cook depicting a four-masted sailing ship.
- The site of the historic early town of Eckersley
- Evidence of the early wine growing vineyards of George Frere (of St Hilaire Vineyard fame) and the Grodno Vineyard of Isaac Himmelhoch
- The early land grants dating from the late 1700s and early 1800s – Thomas Moore (Moorebank) and some of Sydney's earliest roads – the Old Illawarra Road and the Coach Road possibly dating from pre 1817
- The site of some of Sydney's earliest shipbuilding (pre 1830s), paper and flour mills (1850s) and sandstone quarrying (early 1830s)
- The site of one of the earliest Aboriginal reserves following the establishment of the Aboriginal Protection Board in 1883.
- The site of Australian Army manoeuvres and facilities since "A" Battery of the NSW Artillery practiced 'Boer formations' in 1894 and the Light Horse Brigade conducted a staff ride for officers in 1903
- The site of the Remount Depot and Veterinary Hospital established in 1912 where the Light Horse Regiments trained and from which 47,000 horses were dispatched to troops serving overseas in World War I
- The site of the Liverpool Military Camp which accommodated the 3rd, 6th and 7th Light Horse Brigades and the 4th Infantry Brigade.
- The 'Holsworthy German Concentration Camp' which housed over 5,000 German, Austrian, Hungarian, Croatian, Czech, Bulgarian, Turkish and Australian internees from all over Australia, the South Pacific and the Orient. The Internees included the survivors of the German Cruiser Emden and Kurt Wiese a noted book illustrator later to become famous as the illustrator of the Disney animation feature Bambi. Of various escape attempts from the camp, seven individuals escaped via a 120 metre tunnel and one stowed away on a ship to Java and was never apprehended.
- The site of the Second World War Prisoner of War Camp which housed 6,780 'enemy aliens' mostly of Italian origin and Gallipoli veteran Harley Matthews who was interned for his membership of the Australia First Movement.
- The historic Army railway built by the Ist World War internees.

Impact:

The development of an international airport at Holsworthy was a totally flawed concept where even the allocation of funding for Environmental Impact Assessment was inappropriate.

Had the development proceeded it would have cost an extraordinary investment of monies for munitions clearing and construction work and would have destroyed one of Sydney's most significant natural and historic landscapes.

Quick action by the Trust in investigating the site, publicizing its heritage significance, lobbying against the proposal and preparing a listing for the National Trust Register (which was the basis for the subsequent listing by the Australian Heritage Commission) saved a huge waste of public monies.

The demand for a second airport appears to have now totally dissipated and the action by the Trust contributed to heading off a huge and expensive government development fiasco.

Action to Promote:

Because of its standing in the community as being non-political and representing those concerned for the conservation of both the built and natural heritage, the Trust was in a key position to undertake the investigation and publicise the inappropriateness of this development proposal.

This was carried out through public meetings, the preparation of Trust Alerts, videos, media interviews and talks.

The Trust was able to mobilize both its own expert volunteers and was the recipient of expert advice from a whole range of quarters which all fed into the preparation of the National Trust Register Listing of the Holsworthy Landscape Area and its subsequent listing on the Register of the National Estate.

Opportunities for expansion:

In terms of its Landscape Assessment work the Trust operates on very minimal funding and utilizes some of Australia's most expert natural and historic landscape practitioners (botanists, geographers, geologists, zoologists etc.) on a voluntary basis.

However, this voluntary commitment does limit the Trust's involvement in this crucial area.

Communities are constantly approaching the Trust concerned that proposed developments are badly sited and will destroy key views, property values, natural landscapes and the historic qualities of cultural landscapes.

It would be more efficient and productive if the Trust could afford to undertake broader surveys to determine both sensitive areas and those less susceptible to such damage so that developers can concentrate their limited resources on projects less likely to engender major community opposition.

Similarly, as in the Holsworthy case study, governments (federal state and local) need to be better aware of their historic and significant natural landscapes when planning major infrastructure.

Key Points:

- There was a lack of understanding by Government of the inherent heritage values of the site;
- Clear public support for both built and natural heritage was demonstrated by the 15,000 people at the rally;
- The Trust's independence allowed rational investigation of the potential conflicts and the capability to publicise and rally support;
- Quick action prevented loss of a historic site, waste of public monies and a potential fiasco;
- Natural and cultural landscapes are inexorably linked.

The National Trust of Australia (NSW) Case Study 2 - Historic Cinemas Campaign

ACNT Submission 1: The heritage conservation market has a number of special characteristics that distinguish it from traditional goods and services - It is predominantly a public good; there are significant externalities; it includes a number of unique elements such as its value to future generations and its inability to be recreated once it is lost or destroyed; it is a major contributor to social capital and the overall well being of consumers.

ACNT Submission 3: Since a significant part of the externalised benefits accrue to the general community, there is a sound economic principle for government funding for the conservation of Australia's historic places.



Description

For the past twenty five years, the National Trust has assessed the significance of historic cinemas for Listing on the National Trust Register and has acted to protect and conserve these cinemas both in cities and in regional towns. Cinemas and theatres have architectural, social and industrial heritage significance. In some cases they are businesses still in the same family ownership and operating in a similar fashion to when they began seventy or more years ago.

Few businesses, particularly in the entertainment field, have such a strong historical and social connection to their communities. For the major part of the twentieth century the culture of the Australian people was largely shaped through regular attendance at cinemas and their most vivid view of the world was via newsreels.

These cinemas are capable of adapting to modern digital projection technologies and continuing as a focus of local communities while protecting and conserving their historic significance and ambience. The National Trust is the major facilitator, liaising with these theatre owners and managers to promote this evolution.

Key Dates

Cinemas and theatres came under major threat of closure when black and white television was introduced in 1956. Hundreds closed in the ensuing years. There were further waves of closure on the introduction of colour television in Australia in 1975.

From 1986 multiplex cinemas were introduced together with a new film distribution regime which favoured the multiplex model and this led to many historic single screen theatre closures.

Over the past six months with the impact of DVD and home theatre adoption a number of key cinemas have closed or announced their closure (the Glebe Valhalla, 3rd August, 2005; The Chauvel in Paddington – planned closure 30th September, 2005 and the Lumiere Cinema in Melbourne, August, 2005).

Statistics

The Australian Bureau of Statistics indicates that going to the cinema is the most popular cultural activity for Australians. On the latest statistics available in 2002, 70 per cent of Australians aged 18 years and over went to the cinema at least once during the year – over 10 million people when extrapolated to the Australian population.

While the take-up in DVD equipment, DVD movie sales and home theatre sales will contribute positively to the economy there will be a significant net downturn when it is considered the employment cinemas provide, the accompanying food sales, adjoining restaurant business lost and of course the movie ticket sale downturn.

Previously, DVD sales were a top-up to the prior movie theatre business. Now to some extent they are a lower value replacement.

DVD sales are increasingly occurring on the Internet through services such as Ebay where they can be bought at discount prices and this money usually flows out of Australia.

In 2004 the percentage of total box-office takings applicable to Australian made movies dropped to an all time low of 1.5%. The Australian Film Production Industry is in a desperate situation.

A statistic usually overlooked is that over the past eight years while there has been a steady decline in the attendance at cinemas of the age groups from 14 to 34, there has been an increase of attendance in the older age groups particularly in the 50+ group.

28% of cinema visits in 2004 were from the 50+ group compared with 16% for the 18 to age 24 group.

Yet the programming of the great majority of multiplex screening appears to be seeking to target a much younger audience in an Australian population where over coming years there will be a massive peak in the number of people over 50.

The National Trust runs fundraising screenings for its members who are predominantly in the over 60 group. We have postponed any screenings until December due to the lack of movies that would appeal to this demographic.

Our National Trust screenings involve talks to the audience, additional music entertainment (playing of the Wurlizer Organ), pre-movie drinks and are much loved by our members with attendance at each screening of approximately 300 people. There are very few appropriate venues in Sydney that can provide these opportunities and they are predominantly the historic, independently operated cinemas which do not operate strictly to the multiplex model and which show a broader range of foreign language, classic and art house movies and which often feature Australian made movies such as Oyster Farmer which the larger cinema chains are unable or unwilling to show.

Impact

Historic single-screen cinemas are a vital community focus in regional and country Australia. At a time when home theatre technology is keeping people in their homes, cinemas allow social interaction and the growth of a stronger community spirit particularly when these facilities are run by the community themselves.

The presence of a cinema in smaller communities such as Tumut, Leeton, Dungog and Scone allow people to have a social focus in their own town without the need to travel hundreds of kilometres to larger cities with the consequent waste of fuel, time and the risk of motor vehicle accidents.

Most importantly this same impact can be found in city suburban areas where only a few historic single-screen cinemas show arthouse, classic and foreign language movies and film festivals appealing to a strong and growing sector of the public. Regrettably a number of these cinemas have closed or are planning to close due to the present downturn in attendance caused by the impact of DVD and home theatre systems.

The 1936 Valhalla Glebe Cinema closed early this month, the Australian Film Institute's Chauvel Cinema at Paddington is planning to close on 30th September, 2005 and the Lumiere Cinema in Melbourne has just closed.

The few historic cinemas still operating which show this alternative programming cannot serve this market properly because of their geographic location, the difficulties of Sydney's transport system and parking difficulties around those cinemas.

It is vital that the Trust's campaign to conserve and protect these closing cinemas and bring them back into operation succeed.

The mainstream multiplex cinemas show a very limited range of movies aimed at a small cross section of the market. It is accepted by Australian film makers and the film making industry that the broader range of movies must be available if they are to advance their craft and keep abreast of world trends in movie making.

Even more important is the survival of these specialized cinemas to screen their work which usually wouldn't be shown by the multiplexes.

At present financial support is being provided at the film-making stage but virtually no support is given to retain specialized cinemas which generally are the same historic cinemas which the Trust acts to protect.

A solution to the current crisis in the cinema industry was highlighted this week by Michele Garra, Managing Director of Sony Pictures Home Entertainment who said in relation to current multiplex-style programming "by aggressively targeting a core cinema-goer then we're quite distinctly losing everyone else," and suggested "separate cinemas for older patrons".

This accords strongly with the National Trust viewpoint that historic single screen cinemas such as the Glebe Valhalla, Paddington Chauvel, Cremorne Orpheum and Melbourne Lumiere will have a major role to play in providing more attractive and appropriate venues for older patrons. Such people are not generally attracted to the major multiplexes with their focus on younger people, arcade machines and security problems. They are seeking a greater diversity of movies and especially Australian productions which despite major government funding can often not secure a distribution agreement.

Action to Promote

The theme of the National Trust's next annual Heritage Festival will be Industrial Heritage and the Trust will be featuring historic cinemas. A series of talks and events will lead up to the Heritage Festival in April, 2006.

The first planned talk this month (August, 2005) will feature the conservation of historic cinemas in the USA where 200 historic cinemas are being restored with government, business, private philanthropist and community support.

This will be followed by a display of the Les Tod Historic Cinema Photographic Collection in October, 2005 illustrating both those historic cinemas which have been lost and those currently under threat.

The Trust runs regular fund raising premieres at the Cremorne Orpheum Theatre, both to promote patronage for this historic theatre and to raise monies for our campaign, to keep the Trust members and the general public aware of this work and to seek their assistance and involvement. Another such screening is planned for December, 2005.

During the Heritage Festival there will be additional talks, presentations and special screenings at historic cinemas in both suburban and country areas to promote the cinema conservation campaign.

Most importantly the Trust works to identify and protect and promote the viability of the single screen historic cinemas.

We have made submissions to the Australian Competition and Consumer Commission on its review of the Code of Conduct between film exhibitors and distributors with a pilot scheme to assist historic cinemas. In its report the Commission recommended that the Trust's pilot scheme be adopted.

Key points:

- the independence of the National trust allows the co-ordination of interests and concerns of a range of individual owners and circumstances;
- the Trust allows a rallying point linking heritage to community needs;
- the public good aspects of heritage need to be considered in the long term and not be confused with short term trends and development potential;
- the provision of expert advice to cinema and theatre owners gives cost effective and targeted solutions to individual problems.

Opportunities for expansion:

On its own modest fund raising initiatives the Trust has been able to

- provide expert advice on restoration,
- liaise with Government bodies such as the Australian Competition and Consumer Commission to develop new models to foster the improved viability of historical single screen cinemas (without requiring subsidies or discounts from film distribution companies)
- promote patronage and use of theatres to improve their viability
- advise on adaptive re-use proposals aimed at funding restoration work and upgrading technical infrastructure

With improved funding the Trust could develop the approaches listed above to more theatres and there would be the potential to become directly involved in the operation of an historic theatre as a model for community action along the lines of the hundreds of community based theatre restoration projects in the United States of America.

The National Trust of Australia (NSW)

Case Study 3 - Restoration of Eliza Donnithorne Grave, St Stephen's Cemetery, Newtown

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ACNT Submission 3: Since a significant part of the externalised benefits accrue to the general community, there is a sound economic principle for government funding for the conservation of Australia's historic places.

ACNT Submission 6: Any evaluation of the role of government in heritage conservation needs to include consideration of its role as an active market participant, not just as a rule maker or provider of information.



Description:

When the grave of Eliza Donnithorne was severely vandalised at the end of 2004, the National Trust of Australia (NSW) restored the grave in conjunction with Rookwood Anglican Trust and Miller College (TAFE NSW). Eliza Donnithorne is believed to have been the inspiration for Miss Havisham in Charles Dickens' *Great Expectations* and as such, the grave has great historical and literary significance. All three organisations donated their time and materials to successfully restore the marble headstone which had been knocked over and split in two.

This project received widespread interest and community support, including international financial support. Although the expense of the monument repair was approximately \$2700, roughly \$6000 was donated by the local community. The remaining money was collected by St Stephen's Anglican Church and will be used for other restoration projects within the cemetery.

The cemetery is listed on the NSW State Heritage Register and has considerable historic significance as the main public cemetery in Sydney from 1849 to 1867. The cemetery is also significant for the many notable figures who are buried there including Sir Thomas Mitchell (Surveyor-General from 1827) and Nicolas Boscha (harpist to Napoleon and Louis XVIII).

The project was successful for a number of reasons:

- The project was community based with local support and interest (financial and non-financial);
- A media story could be built around the project (intriguing identity; with the restoration being a feel good story against anti-social behaviour);
- International interest and donations.

Key dates:

Grave vandalised 4th November 2004.
National Trust learnt of damage 17th November 2004
Restoration work undertaken 25th November 2004

Statistics:

Information relating to such measures as:

- Public donations: \$6000
- Operating expenditure: \$2700 for repair
- Annual revenue: N/A
- Annual visitation: N/A
- Volunteers: 6 people

Impact:

All monies were donated by the local community. This significantly raised the awareness of the need for financial support of older cemeteries. The project also illustrated that there is considerable interest in the community regarding cemeteries, particularly in relation to their care and maintenance.

Action to Promote:

The National Trust handled all the media and promotion and received wide-spread coverage. The story was covered by ABC Television News, The Sydney Morning Herald, The Glebe Newspaper, Australian Associated Press, Inner City News, 2UE Radio, Inner Western Suburbs Courier and ABC Radio.

Opportunities for expansion:

Like many old cemeteries, St Stephen's receives no funding for maintenance. There are numerous monuments which require repair, including the entrance gates which would prevent further vandalism. If money was available, all damaged monuments could be repaired, which would further the community's support of this important cemetery. Monumental restoration projects are generally only limited by a lack of money.

Key Points:

- That public interest, and monetary support, is stimulated by threats to places held in high esteem;
- It is the stories from the past that capture the imagination of the community;
- That historic places are excellent training grounds for traditional craft skills which in turn would ensure their own longevity however it is often the lack of initial seed funding that prevents this happening;
- That natural and cultural heritage are inexorably linked in the conservation of historic places.

The National Trust of Australia (NSW) Case Study 4 - Soft Furnishings Programme, Old Government House, Parramatta

ACNT Submission 1: The heritage conservation market has a number of special characteristics that distinguish it from traditional goods and services - It is predominantly a public good; there are significant externalities; it includes a number of unique elements such as its value to future generations and its inability to be recreated once it is lost or destroyed; it is a major contributor to social capital and the overall well being of consumers.

ACNT Submission 10: National Trusts offer many advantages in the delivery of cost effective services for historic heritage conservation. However, their capacity to deliver these services is severely constrained by lack of funding. Increased funding for heritage conservation and education should be primarily directed to the NFP sector, where the potential for increased returns is greatest, given it is part of the industry where market failure and externalities are most readily observed.



Description:

This project complements the decision made by the Board of the National Trust of Australia (NSW) some years ago to interpret the Ground Floor of Old Government House, Parramatta to the Macquarie Period (c.1821). It includes a Soft Furnishings Plan, which is also displayed throughout the property, as well as weekly workshops conducted by specialists, Dr James Broadbent and Elizabeth Wright, for the highly enthusiastic group of 'sewing' volunteers who are bringing the past to life.

Old Government House is the oldest public building in Australia and contains the country's only extant examples of eighteenth century interiors. It also holds the most important collection of early colonial furniture throughout the world

This project explores the relationship between soft furnishings, objects and historical room usage and provides the opportunity to revive such 19th century skills as tassel-making, fringing and fabric-painting as well as fine embroidery. Moreover, it combines scholarly research into fine and decorative arts and social history and facilitates the invigoration of the interior spaces at Old Government House which have become rather 'tired' after some forty years.

The project is successful for a number of reasons:

- It is based upon scholarly research into the fine and decorative arts and social history of the Macquarie Period
- It is totally community-based. The participants were either existing guides at Old Government House, attended the Inaugural Workshop or responded to articles in the local press
- It has aroused both local and international interest.

Key Dates:

- 2001 Soft Furnishings Report, Broadbent and Wright (Ministry for the Arts Grant)
- July 2003 Soft Furnishings Workshop, Broadbent, Wright and Trust curatorial staff
- November 2003 Commissioning of Broadbent and Wright to undertake Stage One (Governor's Wing of Museum)
- April 2004 Completion of Stage One
- May 2004 Commissioning of Broadbent and Wright to undertake Stage Two (Public Area of Museum)

Impact

Old Government House provides the only example of Regency interiors in Australia and is unique within the Southern Hemisphere. The work has been carried out to the highest standard and has also attracted overseas interest. This positions the National Trust as a standard-bearer within the museum heritage field.

Action to Promote:

The National Trust has run a widespread marketing campaign about this project. This includes articles in *reflections* magazine, Qantas In-Flight magazine, local newspapers, a programme on the History Channel and various fashion shoots

Opportunities for expansion:

The work of this invaluable group of volunteers is currently being extended to other Trust properties such as Experiment Farm Cottage, Harris Park and Cooma Cottage, Yass and it is intended to establish a similar group at yet another Trust property. Grossmann House, Maitland.

There is also further opportunity to run educational and school programmes based upon this programme as well as workshops and an annual lecture series.

Statistics

- National Trust Capital expenditure (including materials) \$110,000
- Reduced fees by suppliers sympathetic to the National Trust (Impossible to estimate)
- Donation of materials by volunteers, suppliers, etc. (Impossible to estimate)
- Annual revenue – suggest about 15% of current visitors at this stage are attracted by the Soft Furnishings Programme
- Annual visitation – as above. The Trust is also currently targeting special interest groups such as the Embroiderers' Guild, Hand Spinners and Weavers, the Lace Guild, Probus Clubs , etc.
- Employment - The programme is basically run by Broadbent and Wright, supervised by the National Trust Curator. There is also an invaluable, unpaid Volunteer Co-Ordinator, Thelma Scanes, who undertakes day-to-day responsibility for the project together with a core group of about twenty other volunteers.

Pertinently, it is not possible to supervise any more volunteers while it is also acknowledged that their own level of satisfaction would be diminished should numbers be increased. It has been estimated conservatively that 60,000 volunteer hours have been expended to date on the project. If we multiply this conservatively at \$20 per hour, it equals \$120,000

Key Points:

- That conservation is often hampered by lack of funds and that the NFP sector gives added value to every dollar spent, both in terms of output and educational potential.
- That the sense of community ownership of conservation projects adds to the feeling or well-being and pride in a valuable contribution by those involved.

The National Trust of Australia (NSW)

Case Study 5 - Women's Committee Public Programmes and Tours

ACNT Submission 1: The heritage conservation market has a number of special characteristics that distinguish it from traditional goods and services - It is predominantly a public good; there are significant externalities; it includes a number of unique elements such as its value to future generations and its inability to be recreated once it is lost or destroyed; it is a major contributor to social capital and the overall well being of consumers.

ACNT Submission 10: National Trusts offer many advantages in the delivery of cost effective services for historic heritage conservation. However, their capacity to deliver these services is severely constrained by lack of funding. Increased funding for heritage conservation and education should be primarily directed to the NFP sector, where the potential for increased returns is greatest, given it is part of the industry where market failure and externalities are most readily observed.



Description:

The Women's Committee of The National Trust of Australia (NSW) was established on 6 June 1961 and launched in the David Jones Art Gallery. It was formed '*to stimulate membership, raise funds and organise appropriate functions for members*'. [Wyatt I., Ours In Trust, 2005, page 54] 18 women attended the inaugural meeting and the first Chairman was Mrs G. Blaxland (later Dame Helen Blaxland, DBE).

The committee became most successful, especially in fund raising and attracting public support. Its first house inspection contributed \$100 to Experiment Farm Cottage. The committee aims to 'educate' and 'entertain' while raising funds for the Trust.

A separate Tours Committee was established in 1972 to organise far reaching tours, often to foreign countries. Many private home owners open their doors to the Committee for public inspections and the popularity of such tours continues unabated.

Key Dates:

6 June 1961 Women's Committee was launched with 18 members
1964, 60 members
1972, a separate Tours Committee formed
2005, 76 members with approximate annual surplus of \$170,000.

Statistics

The Committee sells 9,000 tickets annually to tours and events on behalf of themselves and other committees.

Approximately 70% of National Trust members are retirees and these tours and events provide affordable entertainment and interest.

Approximately 2,000 people visit the Lindesay Fair at Christmas, many are first time visitors.

Impact

The Committee operates a number of activities including walks, tours, lectures, house and garden visits, exploring country towns and properties. Its events are well subscribed and particularly in country towns and centres provides additional income to the area and a sense of pride in their history.

Action to Promote:

The tours and events are advertised in the National Trust *Calender of Events* and in the Trust magazine, *reflections* and significantly by word of mouth.

The tours and events are used to highlight the main aims of the Trust which are to educate the community about its past, both distant and recent and to foster interest in its conservation.

Opportunities for expansion:

The tours and events continue to expand because of their popularity and the degree of uptake on each.

Many other committees are now running similar events and the public programmes of the Trust are now many and varied.

Key Points:

- 9,000 tickets sold annually indicates strong community support for heritage based events and tours;
- the volunteer contribution by the committees make these events cost effective
- the volunteer contribution and the number of attendees are clear indicators of the contribution that heritage makes to the well being of the visitor, the organiser and often the 'owner', be they individuals or communities of the places visited.